



CASE STUDY

Language services in the **Corporate & Business** sector for **Sodexo**.

“LOCALISATION OF A MICRO-LEARNING MOBILE APP POWERED BY TEACH ON MARS INTO 9 LANGUAGES.”

SPECIFICS

- Creation and implementation of a multilingual project glossary approved by the client to centralise and harmonise terminology.
- Translation with character limitation for the content to be displayed properly on screen in a responsive way within the allocated text fields via the mobile app.
- Specific preparation of the source files to disregard any part that would not be included in scope.
- Final formatting to be carefully executed by keeping all code elements and tags intact so to be able to seamlessly reimport the translations into the TeachOnMars platform.
- Implementation of client feedback.

ABOUT THE COMPANY

Sodexo (formerly Sodexho Alliance) is a French food services and facilities management company headquartered in the Paris suburb of Issy-les-Moulineaux. Sodexo offerings range from food service operations including staff restaurants, catering, executive dining, vending, and meal delivery, to integrated facilities management services that include both soft services (reception, concierge, cleaning, pantry, laundry, waste management, etc.) and hard services (HVAC systems, electrical systems, energy efficiency & sustainability services, plumbing, sewage treatment plant operation, annual, maintenance contracts,, etc.).

Sodexo operates in 53 countries and their 422,000 employees serve 100 million consumers each day.



OBJECTIVES & PROJET SCOPE



OBJECTIVE

Sodexo designed a mobile app powered by Teach on Mars to offer their staff a micro-learning experience combining knowledge cards, serious games and knowledge checks for a better assimilation of the knowledge, and more fun! The mobile app had to be deployed into 9 languages (Dutch, French, Brazilian Portuguese, Chinese Simplified, Spanish EU, Italian, German, Russian, Turkish)



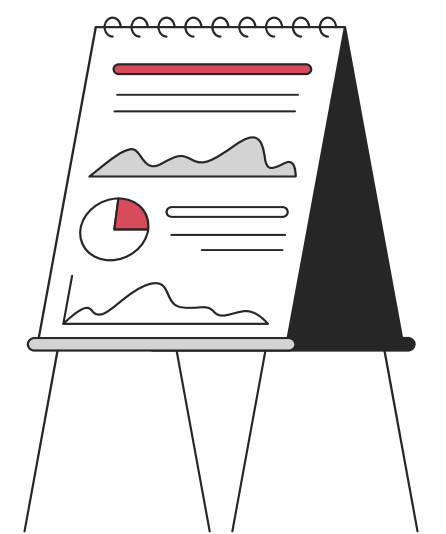
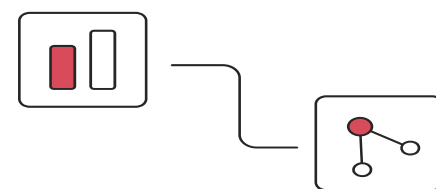
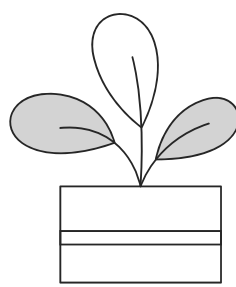
PROJECT SCOPE

The client stakeholder required the localisation of over 50000 words into 9 languages which required extra effort around the character limitation instruction so the translations would fit nicely into the final mobile app environment and behave as responsive content. The client also required input on the terminology and style of all localised micro-learning units to ensure their corporate voice was evident in the tone and style of language.

PROJECT-RELATED CHALLENGES:

Once Ecolab and Transladiem defined the project requirements, we kicked off the work bearing in mind the following challenges:

- ✓ Establish the project plan with priority files and batches agreed with the client per language to organise a rolling delivery and stick to our e-learning localisation process while making sure our linguistic quality assurance measures were applied at all stages of the process.
- ✓ Carefully prep the source files to only include in scope the parts that need localisation and keep the code elements and tags intact in term of formatting to allow for a seamless reimport of the translations into the TeachOnMars platform at the end of the localisation process.
- ✓ Identify industry-specific terminology, build the project glossary to be sent out for the client's in-country subject matter experts (SMEs) to approve or amend them, whilst maintaining the client's preferred style and corporate tone-of-voice
- ✓ Generate strict character-limited translations to allow the translations to behave as responsive content in the final environment which is the mobile app. In this regard, particular attention must be given to German, Turkish, Dutch and Italian translated sentences which tend to be by nature at least 30% longer than the source English ones.



THE SOLUTION

With more than 20000 words spread across hundreds of source files, our dedicated Transladiem team had to put together the project quotation and timeline based on the client project requirements and timescale. Key dates and step turnaround times have been discussed and agreed upon prior to kick starting the project and clear indications have been given regarding when input would be required by various parties, including client SMEs.

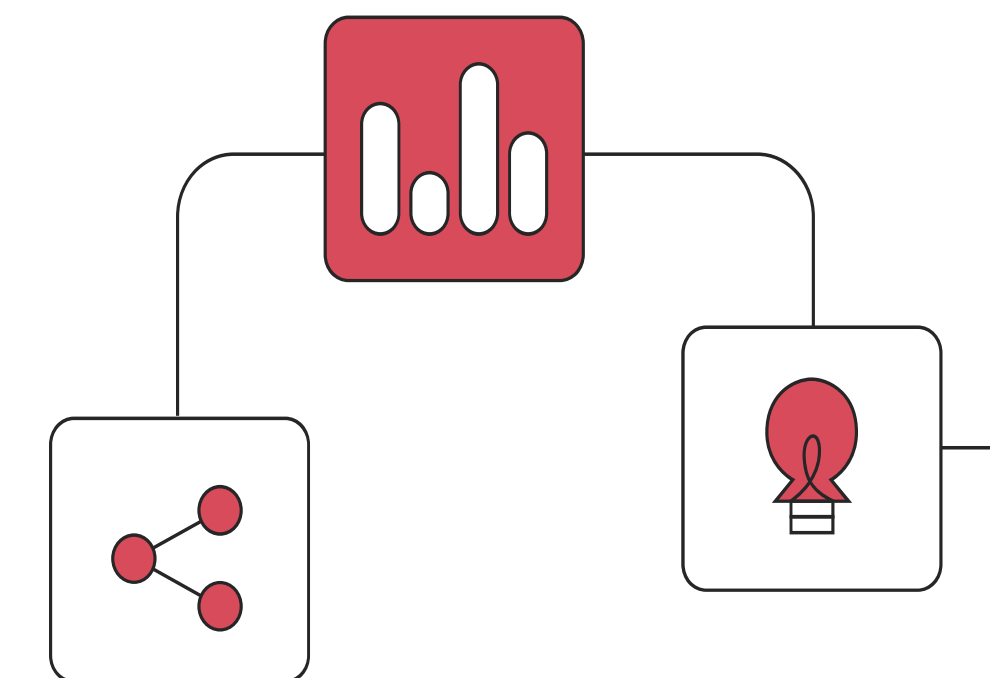
Before jumping into translation, a delicate file preparation needed to happen on all source files received for our team to only include the elements and parts in scope and carefully exclude the code elements and tags. Preserving the code elements and tags is key to allow our client to import seamlessly the translated files into the TeachOnMars platform at the end of the localisation process.

Our team then selected carefully the right linguists to work with, in this case they needed to have corporate expertise on one hand and on the other hand experience with character-limitation rules in translation as most of the content needed to be dealt with as IT strings, meaning that the translations cannot be longer than the original sentence length for the content to be properly displayed in the final environment and to be responsive in the mobile app!

Translation was then carried out, for which the adherence to the project translation memory was verified by our team. This QA step was then followed by proofreading and editing by a second linguist, which then triggered another internal QA step called validation, so to make sure all edits or amendments made by the second linguist are in line with the approved terminology and do better the natural flow of the translated text.

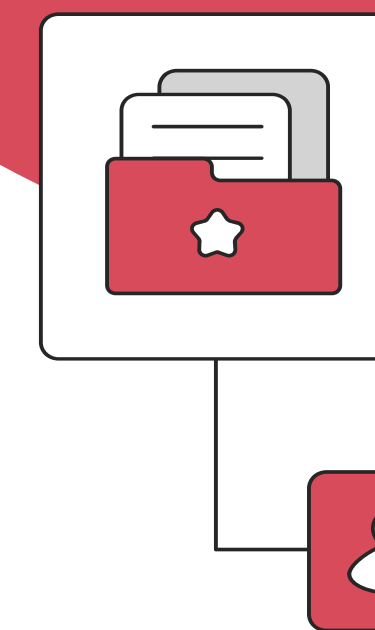
Across that many files for each language, our project team had to make best use of our translation memory technology to ensure consistency across the various parts of micro-learning curriculum (over 20000 words per language). Prior to delivery, a thorough linguistic testing stage is always carried out which has here been coupled with extensive checks on the formatting and settings of the final documents to make sure our client will be able to import each of the files and to successfully populate our translated content into the mobile app.

The project management team provided regular updates on the project's status to the client, ensuring timelines were maintained and any changes to content or to the project scope were dealt with in an efficient and timely manner.

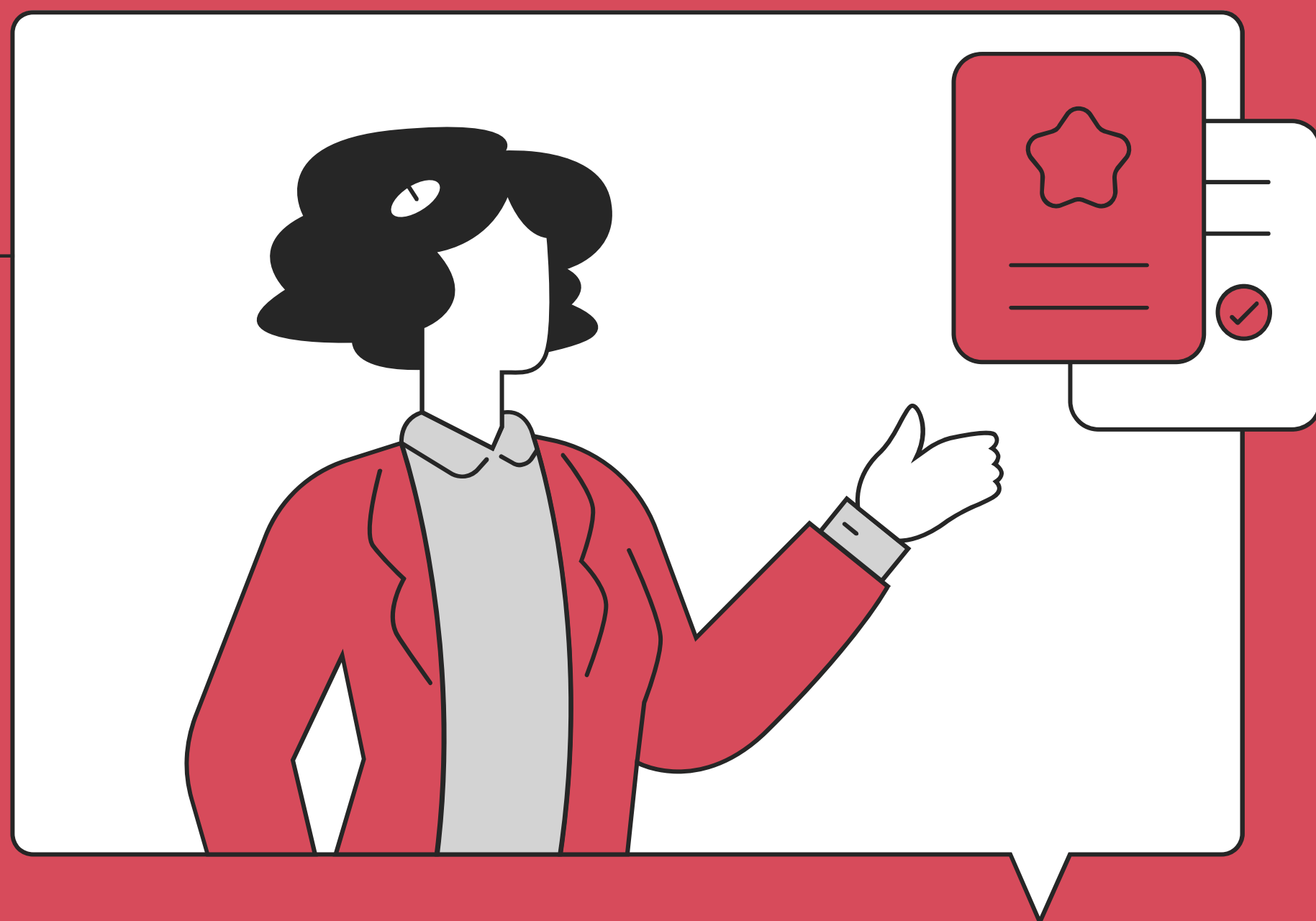
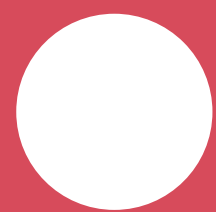


RESULTS

- Fully localised, tested, and functioning micro- learning modules successfully delivered and signed off by subject matter experts on time with none or little feedback per language!
- Tailored, approved and consistent terminology and style throughout the translated modules.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Ecolab.
- Streamlined process and effective communication liaising directly with Sodexo key stakeholders and subject matter experts.
- Optimal sentence shortenings across all 9 target languages to respect the character limitation constraint induced by the app as final environment for the localised content.



TESTIMONIAL



“I have been working with Transladium for the last 3 years. What I appreciate the most about them is their reactivity, organization and they are solution oriented. Through the amount of projects I have thrown at them, with multiple languages, they always manage every element with detail and precision. Their review process and translation quality has always been at a professional level. As well, their ability to turn around a project with short deadlines.

2 projects that stand out is our mobile app which they translated in an excel format with multiple columns and tabs including character limitations for some activities and they did a great job making German short and comprehensive. The other is a series of e-learning modules we translated into 11 languages with multiple medias and video styles, they managed very well without editable files to get onscreen text updated, subtitles added and perfectly aligned.”

GLOBAL L&D PROJECT MANAGER AT SODEXO

PROFESSIONAL LANGUAGE SERVICES FOR THE **CORPORATE & BUSINESS** SECTOR

INDUSTRY SPECIALISTS AND BESPOKE E-LEARNING PROCESS

At Transladiem, all is made to ease the e-learning localisation process and to offer a seamless experience to our stakeholders. Indeed, our Sales, Account Management and Production teams are proud to rely on e-learning specialists acquainted with L&D requirements (accessibility via CC or audio narration, media elements such as images or videos, etc) and classic e-learning-related issues to anticipate when tackling multilingual e-learning localisation projects and rebuilding modules. We pride ourselves in mastering all authoring tools on the market and in having the most elaborated e-learning localisation process in terms of taking onboard our client's requirements and feedback and of collaborating with client's subject matter experts.

CUTTING-EDGE TECHNOLOGY

At Transladiem, we put our technology at the service of our clients. Our translation memory technology will help you generate savings and translating consistently through the time. Our Online Review Platform will streamline the review process of the subject matter experts on client side and ease the project management with no more manual handling of files -, indeed the review phase is centralised, and its advancement can easily be monitored by our clients: On a trendier note, to offer unbeatable timelines and keep costs low, we put our machine translation engines at our clients' disposal. We also master all e-learning authoring tools in the market and can take care of the whole process of recreating the modules or simply focusing on the translation of the exports while keeping the coding elements intact so your team can rebuild the modules internally if you have the capability to.

PROFESSIONAL LANGUAGE SERVICES FOR THE **CORPORATE & BUSINESS** SECTOR

FOCUS ON QUALITY

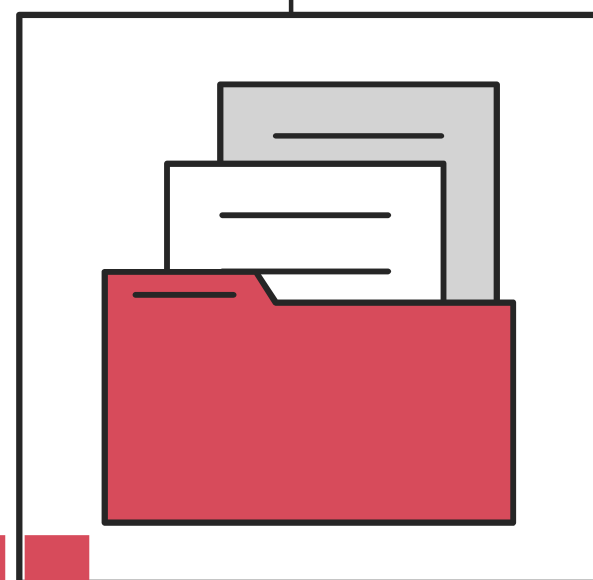
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid quality assurance processes are in place and performed by our projects managers who streamline the work of our resources (linguists, voice talents, video editors, engineers, etc). Every project step at Transladiem is QA'ed prior to prepping the files for delivery so last adjustments and fine-tuning can occur. Another unique quality-based feature is our enhanced translation process called "Verification & Validation" which have our project managers perform 2 checks during the translation process instead of a single final one. Hence, our translation workflow includes internal checks on the work delivered by both the commissioned project translator as well as by the project proofreader upon delivery to us, so to make sure that each step of the process is always thoroughly QA'ed and to allow us to react immediately in case of non-conformities.

PERSONAL APPROACH, AGILE PROJECT MANAGEMENT AND TAILORED PROJECT PLAN

Transladiem provides you with a dedicated account manager who will guide you through your next translation or localisation project. We will discuss and gather all key requirements and draft the project plan and the corresponding timeline accordingly so to match your expectations. Client input and feedback are sought continuously, and our highly-flexible and reactive project team is ready to implement planned as well as last-minute changes anytime!

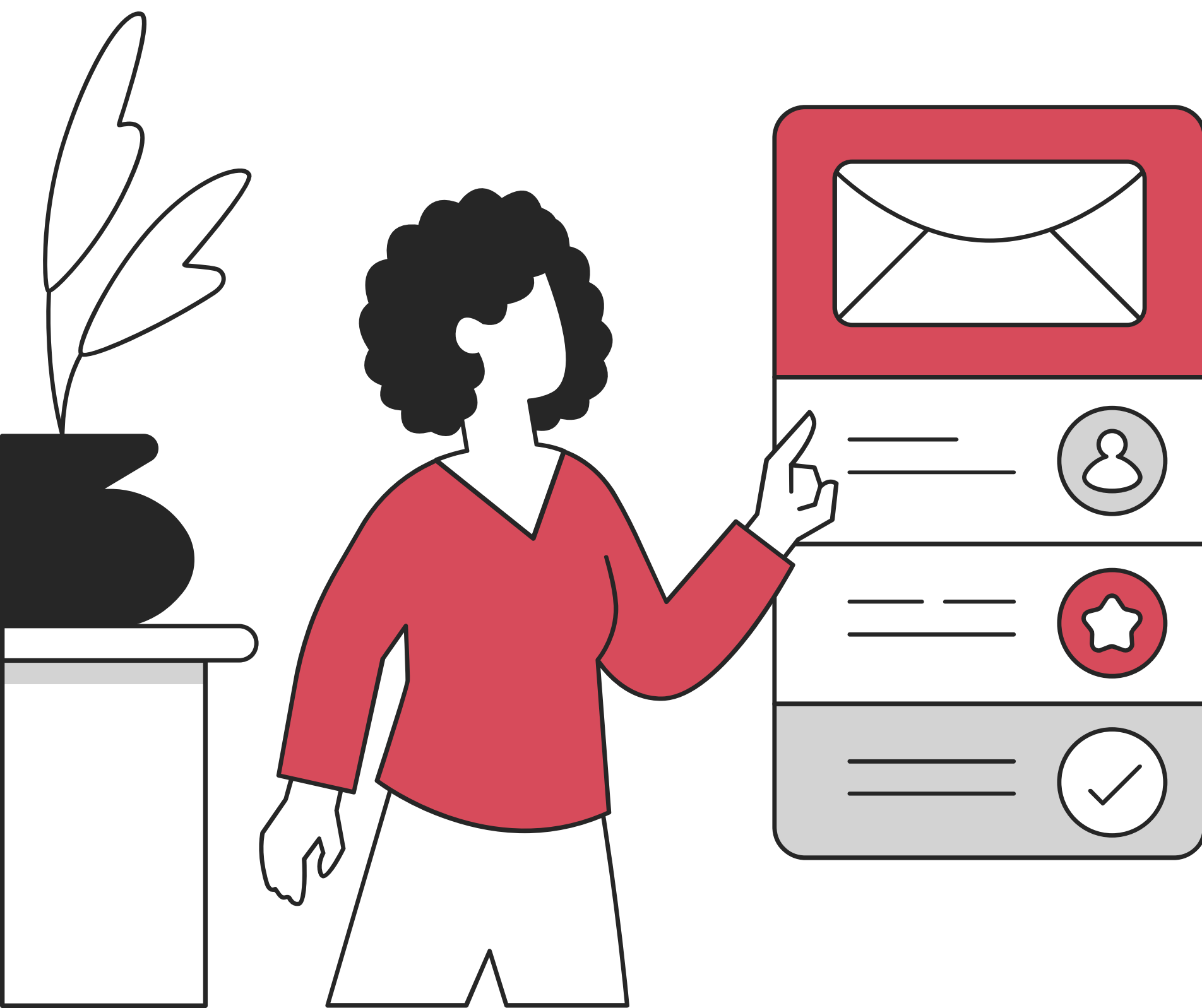


THANK YOU!



DO YOU HAVE ANY QUESTIONS?

www.transladiem.com
sales@transladiem.com



LONDON

115 Coventry Rd, London E2 6GG, United Kingdom



BARCELONA

C/ de Còrsega, 299, 2-2, 08008 Barcelona, Spain